

Western Municipal Water District

COVID-19 Social Media Marketing

Goals:

- Capitalize on the reach of social media to educate Western customers about:
 - o COVID-19 (Coronavirus)
 - o Western's efforts to keep the tap flowing to homes and businesses
 - o Water education, crafts and activities for kids #WaterForKids

Strategy:

- Develop unique social media campaigns with custom graphics
- Use unique hashtags: #WesternKeepsItFlowing, #TurnToTheTap, #JustAddWater, #Coronavirus
- Leverage social media platforms to educate and inform
- Tap into trending videos and graphics when applicable
- Deploy posts on Facebook, Twitter and Instagram to engage with residents on their preferred platform
- Vary posting schedule (days of the week, times of day) to reach residents who check social media at different times.

Target Audience:

- Western's retail and wholesale customers
- Regional stakeholders
- Riverside region

Timeline:

- Begin campaigns 3/12

Post Date	Post Text: Instagram/Facebook	Picture
3/12	Take note from @gloriagaynor and wash your hands (swipe ➡) * just make sure you turn the faucet off while doing so to save water! Washing your hands frequently for at least 20 seconds can help prevent sickness and combat germs you come across throughout the day. Learn more at: wmwd.com/Coronavirus . #Coronavirus	1 (+ TikTok Video)
3/13	Avoid the big box stores and crowds while saving a few dollars! Stock up on your favorite tap water from home. As always, your tap water is available, plentiful and safe. Learn more: wmwd.com/coronavirus . #Coronavirus #TrustTheTap	2



Western Municipal Water District
14205 Meridian Parkway
Riverside, CA 92518
(951) 571-7100

3/15	PSA: wipes clog the pipes. Western encourages you to keep wiping down those surfaces and keeping things clean, be sure to throw wipes away in the trash. Flushing (disposable) wipes down the toilet can clog your pipes. Learn more: wmwd.com/coronavirus . #Coronavirus	3
3/16	While practicing #SocialDistancing as we work to #FlattenTheCurve , opt to do business online or by phone. Please consider taking advantage of our online self-service options at wmwd.com/CustomerService (swipe ➡) or connect with our Customer Service team at 951.571.7104 or billing@wmwd.com . #COVID19 #CoronavirusPrecautions	4
3/17	<p>#DidYouKnow that old medicine needs to be properly disposed of?! Get rid of unused medications with a medicine disposal pouch (provided free by Western). You can also mix old medication with coffee grounds or cat litter before throwing it away in a household trash.</p> <p>If you are interested in a free medicine disposal pouch, email outreach@wmwd.com or call 951.571.7119 and we will mail a pouch to you. In order to get your free pouch you must provide your account number, the max per household is 2.</p> <p>Learn more: wmwd.com/coronavirus. #Coronavirus</p>	5
3/20	Trust the tap! Western's drinking water quality and supply remain unaffected by COVID-19, also known as the coronavirus. As always, your tap water is available, plentiful and safe. Western uses advanced treatment processes to eliminate pathogens, which includes viruses. This ensures safe and reliable drinking water for all our customers. Learn more: wmwd.com/coronavirus .	6
3/21	Western's Board of Directors approved financial protections for customers affected by the Coronavirus. Western will be temporarily suspending water shutoffs and the imposition of late payment penalty fees for all residential customers now through June 30. Learn more: wmwd.com/News . #COVID19 #ValueOfWestern #WesternKeepsItFlowing	7
3/21	<p>As the situation surrounding the Coronavirus outbreak continues to rapidly evolve, Western knows that daily lives are being directly impacted.</p> <p>At Western, we are committed to a culture of service that ensures operational continuity with excellent customer service. We have been closely monitoring local, regional, state and federal updates along with public health recommendations surrounding the outbreak. We will continue to provide you important information about your services.</p> <p>You can count on Western for safe, reliable and plentiful tap water and continuous wastewater (sewer) service, now and into the future. Learn more: www.wmwd.com/Coronavirus. #ValueOfWestern #WesternKeepsItFlowing</p>	8 (Video)
3/22	We are here for you! Western will be temporarily suspending water shutoffs and the imposition of late payment penalty fees for all residential customers now through June 30.	9



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	<p>As always, your tap water is safe, reliable and plentiful. Western uses advanced treatment processes to eliminate pathogens, which includes coronaviruses. This ensures safe and reliable drinking water for all our customers.</p> <p>Learn more: wmwd.com/coronavirus. #COVID19 #ValueOfWestern #WesternKeepsItFlowing</p>	
3/24	<p>When in doubt and if you're out (of 🧻 paper) use a damp reusable washcloth or towel and a little bit of soap. Just make sure you toss it in the laundry after use 💩</p> <p>#WipesClogPipes</p>	10
3/27	<p>Western crews and staff are working around the clock to keep the water flowing to your home 💧💧💧 #TurnToTheTap your water is safe, reliable and plentiful. Learn more: wmwd.com/Coronavirus. #WesternKeepsItFlowing</p>	11 (Video)
3/29	<p>Given the events surrounding the coronavirus, Western will be temporarily suspending water shutoffs and the imposition of late payment penalty fees for all residential customers through June 30. Learn more: wmwd.com/news. #COVID19 #TurnToTheTap #WesternKeepsItFlowing</p>	12 (Video)
4/1	<p>The Western Municipal Water District Board of Directors adopted Resolution 3112 declaring a local state of emergency in response to the COVID-19 (Coronavirus) pandemic.</p> <p>Today's declaration of a local emergency grants general manager, Craig Miller, increased flexibility to make critical operational decisions and acquire vital financial, material, and human resources to support business continuity. This action ensures the essential water and wastewater (sewer) services that Western provides remain as reliable as ever.</p> <p>The action does not mean that there is any risk to Western customers or threat to Western's ability to continue delivering clean drinking water. Western's water supply remains plentiful, safe and of the highest quality. Western's wastewater collection and treatment service, as well as recycled water service remain fully operational.</p> <p>Learn more: www.wmwd.com/CivicAlerts.aspx?AID=291.</p>	13
4/3	<p>#TapWater for the win! 💧 #DidYouKnow Western's Operations team takes daily water samples to ensure your tap water meets and exceeds state, federal and local water standards. Learn more about the quality of your tap water at wmwd.com/WaterQuality. #WesternKeepsItFlowing</p>	14 (multiple images)
4/7	<p>These are some of the people at Western that keep the water flowing to your home! #TurnToTheTap and know that #WesternKeepsItFlowing 💧 * filming took place prior to Riverside County public health order mandating face coverings*</p>	15 (Video)



4/9	Western crews have been working hard on the construction of the La Sierra Pipeline (it's almost complete 🏗️). The final phase of the project will involve the connection of the La Sierra Pipeline to the Sterling Pump Station and Arlington Desalter. Once connected, these combined facilities will provide safe, clean drinking water to approximately 80,000 customers. #TrustTheTap #WesternKeepsItFlowing // * photos were taken prior to Riverside County public health order mandating face coverings*	16 (slider image)
4/13	At Western, we are committed to a culture of service that ensures operational continuity with excellent customer service. We have been closely monitoring local, regional, state and federal updates along with public health recommendations surrounding the outbreak. We will continue to provide you important information about your services. You can count on Western for safe, reliable and plentiful tap water and continuous wastewater (sewer) service, now and into the future. Learn more: www.wmwd.com/Coronavirus . #ValueOfWestern #WesternKeepsItFlowing *filming took place prior to Riverside County public health order mandating face coverings*	17 (Video)
4/14	Looking for some educational water activities to do with your kids? Look no further! We have fun water games, crafts, activities and so much more online to support your learning at home efforts 💧 Learn more at: wmwd.com/Education . #WaterForKids	18 (Video)
4/15	As a water and wastewater service provider, Western Municipal Water District is essential. The staff at Western will continue to report to work to provide safe, reliable and plentiful water to homes and businesses during this critical time. Though Western encourages customers to maintain a stock of tap water in case of emergencies that might interrupt service – such as a large earthquake – there is no need to stockpile bottled water. The water from your tap is safe to drink and Western will keep it flowing. Learn more: wmwd.com/news . #WesternKeepsItFlowing	19 (multiple images)
4/15	We have an egg-cellent water activity for you today! Continuing in the spirit of eggs, let's find out why eggs float in saltwater and sink in tap water. All you need: ~ 2 eggs ~ 2 tbs salt ~ 2 drinking glasses Swipe ➡️ to learn how to get started with your experimenting. For more water education activities visit: wmwd.com/education . #WaterForKids	20, 21
4/17	#DidYouKnow we are working on replacing more than 7,000 meters in the Riverside service area to provide customers access to their water usage data via a new customer portal. Our staff is working for you! You can count on Western for safe, reliable and plentiful tap water and continuous wastewater (sewer) service, now and into the future. Learn more: wmwd.com/MeterReplacement . #WesternKeepsItFlowing	22 (Video)



4/17	<p>Repost content from MWD website/social media post: #DidYouKnow our water partners have a variety of water activities and resources available! Check out @MWDH20 's K-12 activities by visiting:</p> <p>http://www1.mwdh2o.com/DocSvcsPubs/Education_Site/parents.html. #WaterForKids</p>	
4/20	<p>Do your little ones know how many gallons of water they are?! Swipe ➡ for a fun math and water activity that will help them determine if they are a human or water beings</p> <p>💧 #WaterForKids</p>	23, 24 (Video)
4/22	<p>Water B-I-N-G-O! Test your knowledge and learn more about the different water cycles while having fun ✔ Play along with your little ones, this game is a home-schooling win-win. For more water crafts, games and activities, visit wmwd.com/Education.</p> <p>#WaterForKids</p>	25, 26
4/24	<p>Reposted content from EPA: Do you and your kids know everything about water? Learn a thing or two on the EPA's website and then test your knowledge while playing their watersense game. Learn and play now:</p> <p>https://www.epa.gov/watersense/watersense-kids. #WaterForKids</p>	
4/27	<p>Do you know how the water cycle works? Today's kid-friendly water activity is all about recreating the water cycle (in a jar)! All you need is an empty mason (or baby food) jar with a layer of sand in it, a pie tin filled with ice and 1 cup of hot water. Swipe ➡ to see more information and be sure to check out our website for more kid-friendly games and activities: wmwd.com/education. #WaterForKids</p>	27, 28, 29, 30
4/29	<p>Drippy Drops is making water education fun for all! Print and color one of our coloring book pictures while you school from home. Your kids will be able to learn how to use water wisely while being creative artists. Find the pictures by visiting, wmwd.com/education. #WaterForKids</p>	31, 32, 33
5/1	<p>Reposted content: Learn about water while having fun 💧 Encourage your children to play educational water games while they school from home. You can find a variety of educational fun games here: https://wateruseitwisely.com/kids/games/. #WaterForKids</p>	



1

WASH YOUR HANDS

FOR AT LEAST 20 SECONDS, AND TURN OFF THE FAUCET WHILE SCRUBBING TO SAVE WATER.

LEARN MORE: WMWD.COM/CORONAVIRUS



2

STOCK UP ON TAP WATER

FOR THOSE MOST SUSCEPTIBLE TO GETTING THE CORONAVIRUS, RELY ON TAP WATER TO AVOID BIG BOX STORES AND LARGE CROWDS.

LEARN MORE: WMWD.COM/CORONAVIRUS



3

WIPES CLOG PIPES

KEEP WIPING DOWN THOSE SURFACES, BUT THROW THE WIPES IN THE TRASH. FLUSHING (DISPOSABLE) WIPES DOWN THE TOILET CAN CLOG YOUR PIPES.

LEARN MORE: WMWD.COM/CORONAVIRUS




4

OPT ONLINE

TAKE ADVANTAGE OF OUR ONLINE SELF-SERVICE OPTIONS AT WMWD.COM/CUSTOMERSERVICE OR CONNECT WITH US AT 951.571.7104 OR BILLING@WMWD.COM.

LEARN MORE: WMWD.COM/CORONAVIRUS




5

DON'T MAKE A SPLASH, PUT IT IN THE TRASH

GET RID OF UNUSED MEDICATIONS WITH A MEDICINE DISPOSAL POUCH AND THROW IT AWAY WITH YOUR HOUSEHOLD TRASH.

LEARN MORE: WMWD.COM/CORONAVIRUS



6

CORONAVIRUS UPDATE

YOUR WATER REMAINS UNAFFECTED. WESTERN USES ADVANCED TREATMENT PROCESSES TO ELIMINATE PATHOGENS, WHICH INCLUDES VIRUSES.

LEARN MORE: WMWD.COM/CORONAVIRUS

7

TURN TO THE TAP

WESTERN HAS SUSPENDED ALL WATER SHUTOFFS AND WILL BE WAIVING LATE PENALTY FEES UNTIL JUNE 30.

LEARN MORE: WMWD.COM/CORONAVIRUS

8



9

WE'RE HERE FOR YOU

WESTERN IS ENSURING PUBLIC HEALTH AND SAFETY, ALONG WITH RELIABLE ACCESS TO DRINKING WATER, BY SUSPENDING SHUTOFFS.

LEARN MORE: WMWD.COM/CORONAVIRUS

10

NO TP, NO PROBLEM

REMEMBER, A DAMP REUSABLE WASH CLOTH OR TOWEL AND LITTLE BIT OF SOAP ARE ALWAYS IN STOCK. JUST TOSS IT IN THE LAUNDRY AND USE AGAIN!

LEARN MORE: WMWD.COM/CORONAVIRUS

11

WESTERN KEEPS IT FLOWING


#WESTERNKEEPSITFLOWING



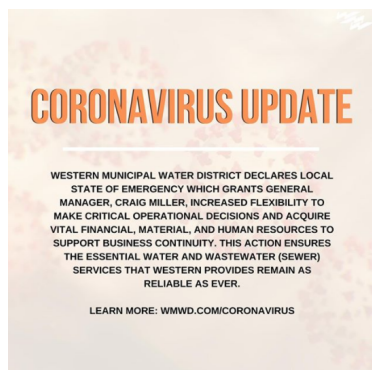
12

TURN TO THE TAP

WESTERN WILL BE TEMPORARILY SUSPENDING WATER SHUTOFFS AND THE IMPOSITION OF LATE PAYMENT PENALTY FEES FOR ALL RESIDENTIAL CUSTOMERS THROUGH JUNE 30.



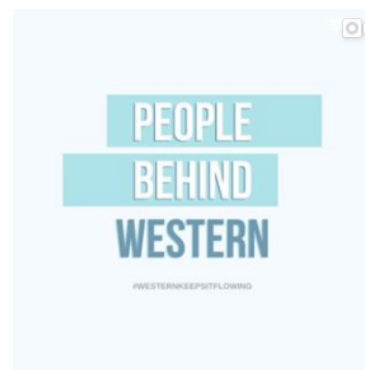
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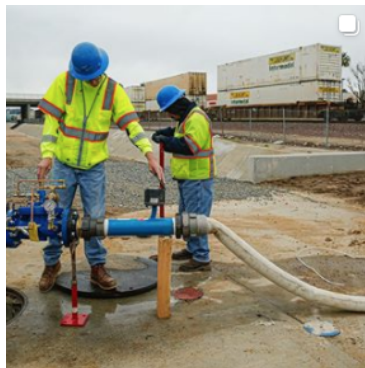
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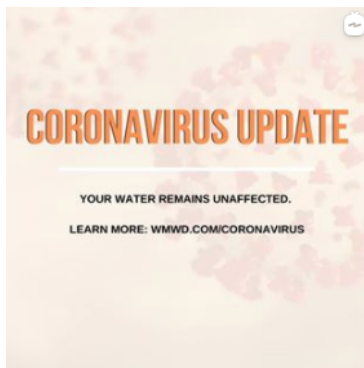
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16



17



18



19



20



21



22



23



24



WESTERN WATER BINGO

 GROUNDWATER	 OCEANS	 CONDENSATION	 H ₂ O
 RUNOFF	 VAPORS	 EVAPORATE	 WATER CYCLE
 RIVERS	 RAIN	 SNOW	 CLOUDS
 PRECIPITATION	 LAKES	 ICE	 SUN

water bingo

(WORDS AND DEFINITIONS FOR THE GAME)

Oceans :
Sun:
Ice:
Rivers:
Groundwater:
Water Cycle:
Precipitation:
Clouds:
Runoff:
Rain:
Lakes:
Evaporate:
Snow:
Vapor:
Condensation:
H₂O:

Where is most of the salty water on our earth located?

What creates the heat energy that causes the water cycle to happen?

What is a form of water in its solid state?

Fresh water flows along these long and wide bodies of water.

What do we call water that soaks deep down into the ground?

What do we call the continuous movement of water through nature?

Water that falls out of the clouds in the form of rain, snow, sleet, or hail.

What collects and holds water vapor way up in the sky?

Water that runs off of the land's surface and flows into rivers, lakes & oceans.

What do we call liquid water that falls out of the clouds?

Large bodies of fresh water that we can boat and fish in.

Water will _____ when it is heated by the sun.

This is a form of water that is cold and white and makes beautiful flakes.

When heated up, water changes its form to a gas called _____.

This happens when water vapor cools in the clouds and turns back into water drops.

This is the scientific name for water!

water

CYCLE IN A JAR

RECREATE THE WATER CYCLE IN A JAR

WATER CYCLE IN A JAR

materials:

- A mason jar or baby food jar with a layer of sand in it—about an inch of sand.
- Pie tin filled with ice.
- About 1 cup of hot water—have your parents help you heat the water and handle the hot water.

WATER CYCLE IN A JAR


procedure:

- The sand in the jar represents the earth.
- The ice and pie tin will represent the atmosphere and cool air that exists there.
- Add enough hot water to the jar to cover the sand.
- Cover the top of the jar with tin and ice.

WATER CYCLE IN A JAR

record:

- Write your observations down on a piece of paper. Be patient and watch what is happening over time. (Explain what is occurring in your jar.)



water

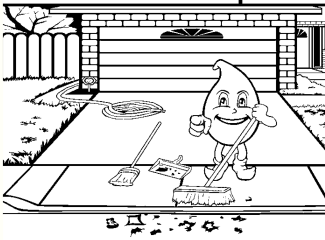
COLORING BOOK

Capture what you can! While waiting for hot water to reach your tap, catch the flow in a watering can to use later around the house or garden.



*REMEMBER TO WEAR A MASK IF YOU GO OUTSIDE!

Get some exercise! Use a broom instead of a hose to clean your driveway and sidewalks.



Ladybugs and praying mantis can help your garden grow by eating the pesky bugs like aphids! And, you won't have to put bug spray on your plants - the garden friendly bugs will do the work for you.

